

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re U.S. Patent Application of:)	
)	
Ta-Ching PONG)	Group Art Unit: Unassigned
)	
Serial Number: New U.S. Patent Application)	Examiner: Unassigned
)	
Filed: June 18, 2001)	

For: SYSTEM AND METHOD FOR INSERTION AND MODIFICATION OF ADVERTISEMENTS

PRELIMINARY AMENDMENT BEFORE EXAMINATION

Honorable Commissioner For Patents
Washington, D.C. 20231

Sir:

Before examination on the merits, kindly amend the application in accordance with the following particulars:

IN THE CLAIMS:

Please amend claim 16, as indicated by the clean copy of amended claim 16 in Appendix A, attached hereto.


A marked-up copy of the amended claim is included in Appendix B, also attached hereto.

REMARKS

The amendment to claim 16 corrects a typographical error. No new matter has been added.

Entry of the above amendments and early and favorable action on the merits is respectfully requested.

Respectfully submitted,
BACON & THOMAS, PLLC


By: BENJAMIN E. URCIA
Registration No. 33,805

Date: June 18, 2001

BACON & THOMAS, PLLC
625 Slaters Lane, 4th Floor
Alexandria, Virginia 22314
Telephone: (703) 683-0500

09001915 061801
T08T00 ST08060

APPENDIX A
(Clean Copy Of Amended Claim)

16. (Amended) A system as claimed in claim 15, wherein said means for inserting said advertisement comprises means for merging a simulated image into a broadcast program.

APPENDIX B
(Marked-Up Copy Of Amended Claim)

16. (Amended) A system as claimed in claim [25] 15, wherein said means for inserting said advertisement comprises means for merging a simulated image into a broadcast program.